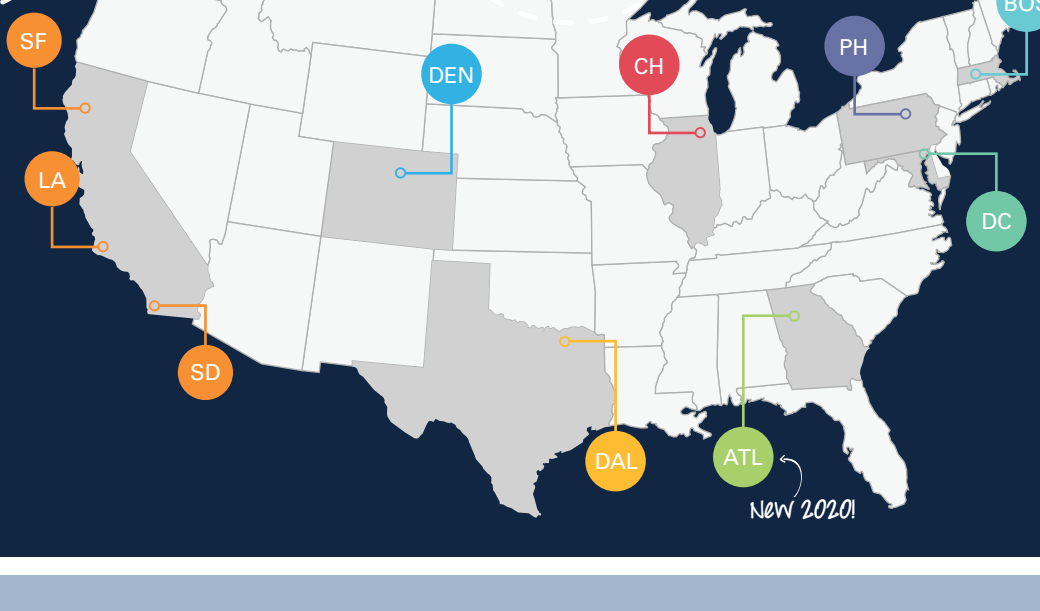


The LARGEST & Longest Running Series of Travel Shows in the U.S.

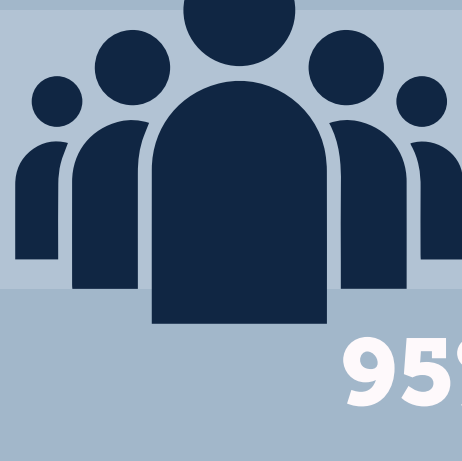
TRAVEL & ADVENTURE SHOW

16th YEAR
93 SHOWS

Located in Top U.S. Feeder Markets



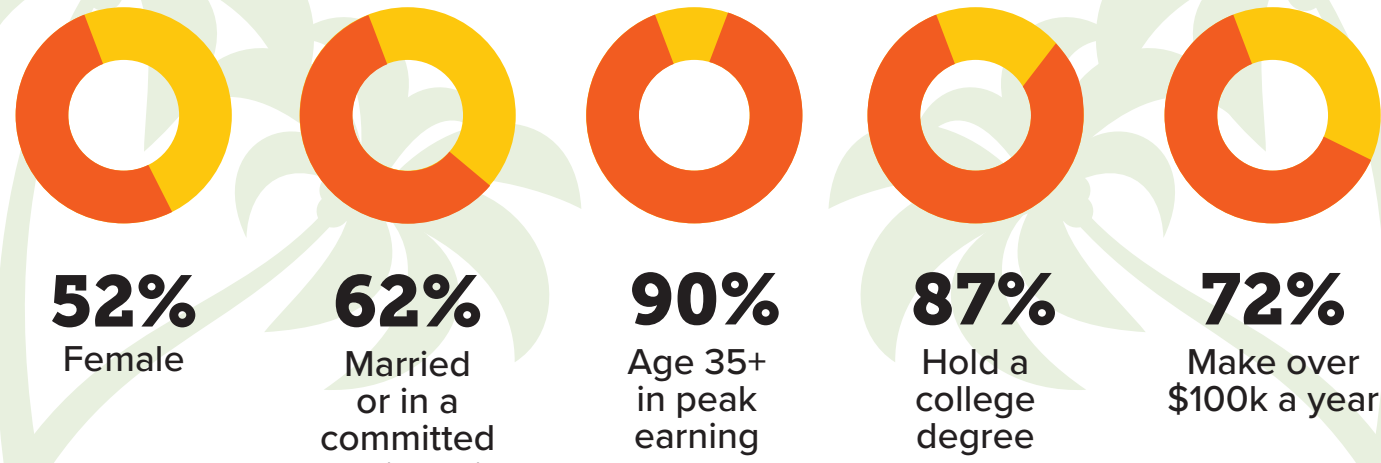
Over \$980 Million In Travel Bookings have been influenced by the Travel & Adventure Shows



"I've been to several Travel & Adventure Shows around the country this year and each one provides me with different vacation options from around the world that I wouldn't be able to research online. Being able to talk one-on-one with the representatives from various countries gives me confidence that I'm getting real information before I book my next vacation." – Alex, Dallas

95% plan on returning to the show

Audience Demographic Insights Reveal the Shows Attract Affluent, Educated, Active Consumers



Attracting the Right Audience

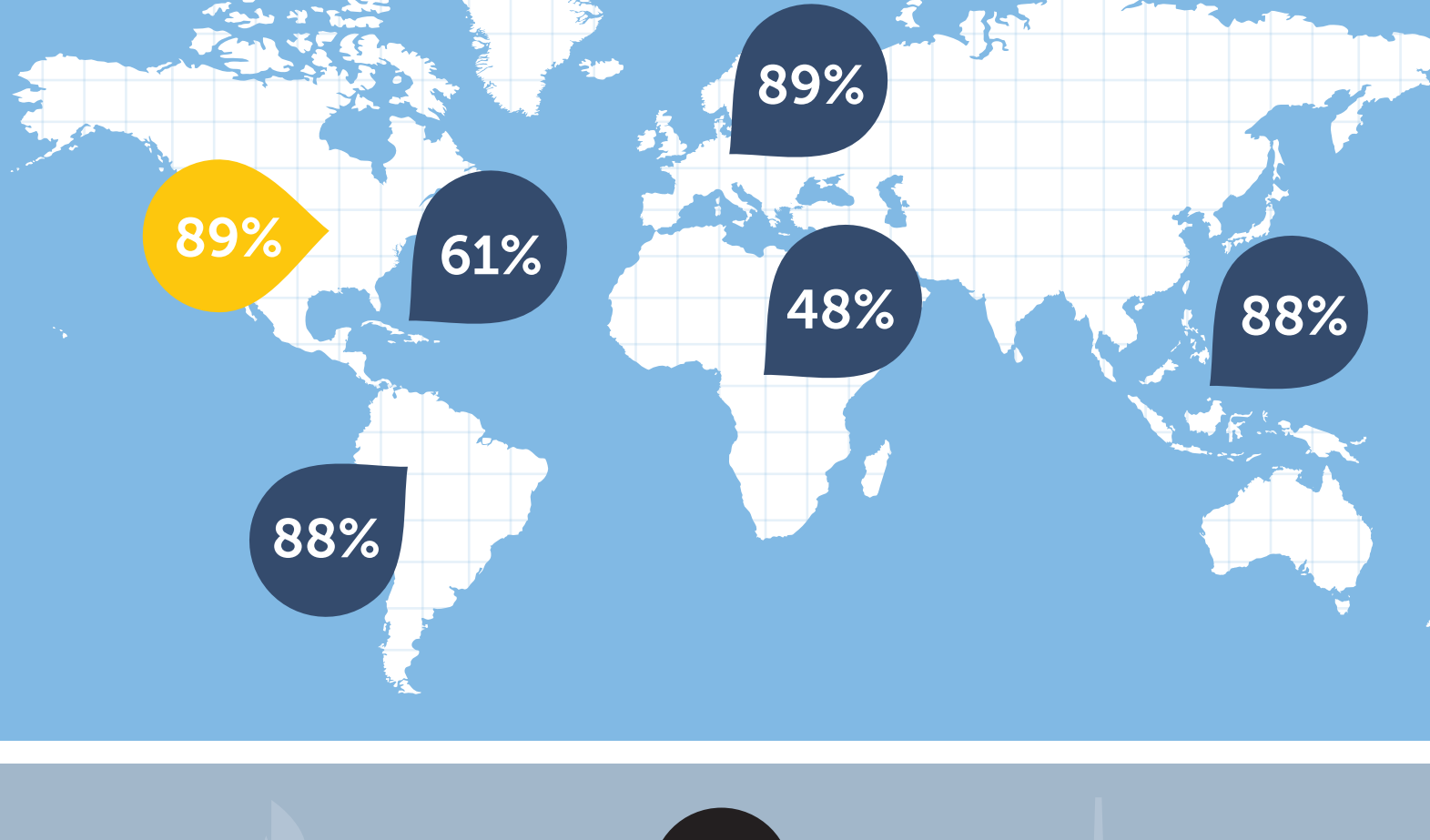
We Deliver Pre-Qualified Travelers

\$980m⁺ Million Dollars Spent Annually on Travel
\$5,462 Average Annual Travel Spend
96% Of Attendees are Passport Holders



Ready to Travel

Where Our Attendees Are Interested in Going



Domestic

VS

International

91%

Will take 3-9 domestic trips in the next 12 months

89%

Of attendees took 1 or more international trips over past 12 months

78%

Intend to take more or the same number of domestic trips

93%

Will take the same or more international trips in next 12 months

72%

Take regional getaways multiple times a year

82%

Are interested in international travel

Types of Vacations



54%

Cultural / Experiential



46%

Active



39%

Culinary



"We travel to learn about different people and cultures, as well as to experience new things and try amazing food!" – Haley, Philadelphia

Impact on Bookings – Over \$4.1 Billion in Bookings & Counting



79%

of those looking to book a trip, booked with an exhibitor they met at the show

84%

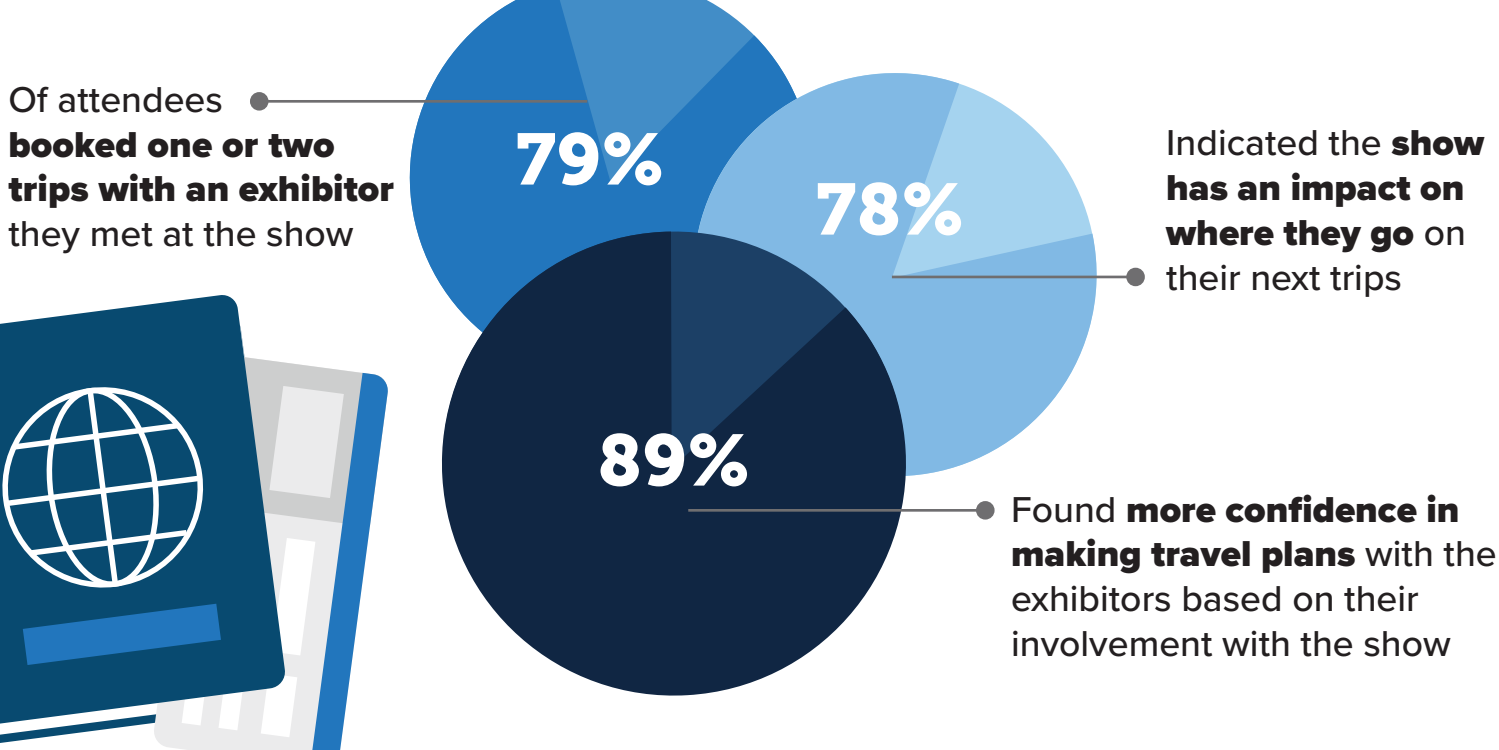
will book this vacation within a year

72%

of attendees spent over \$5,000 on travel annually with exhibitors or destinations they met at the show



"We just love to travel. We have quite a few trips planned but we came here to find another adventure—something new and exciting!" – Bobby, Philadelphia



"Coming to a place like this, you're just so affected by everyone you bump into. Everyone here has been bitten by the travel bug." – Steve, Los Angeles

Making an Impression

Multi-Media Campaigns Generate Hundreds of Millions of Impressions Nationwide

408+ Million

Annual Impressions Reached VIA Mass Marketing Approach



181 Million

TV Impressions



59.5 Million

Radio Impressions



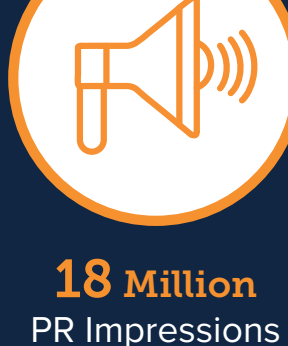
130.3 Million

Outdoor Impressions



12.7 Million

Social Media /Digital Impressions



18 Million

PR Impressions



1.3 Million

Direct Mail/Email Impressions



5.4 Million

Co-op Impressions

Top Travel Speakers Bring Super Travel Fans



Samantha Brown



Pauline Frommer



Peter Greenberg



Patricia Schultz



Rick Steves



Phil Keoghan

"You have the avid travelers who come to these shows, in the thousands! I mean, it's so extraordinary." – Pauline Frommer

"Well this show is a rare opportunity in the United States to get thousands of travelers in the planning stage of their trip. If you want to put your destination at the forefront of the minds of American travel dreamers, this is certainly a good opportunity. I do it every year and I do it every year for good reason." – Rick Steves



Visit www.TravelShows.com For More Information

*Mercury CSC, Survey of Travel & Adventure Show Attendees Regarding Travel Behavior and Bookings, Travel & Adventure Show Registration Data and Travel & Adventure Show Attendee Survey Data.